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MALAYSIAN PURCHASE INTENTION IN MOBILE MARKETING

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UUM
Universiti Utara Malaysia

MASTER OF SCIENCE (MANAGEMENT)

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MALAYSIAN PURCHASE INTENTION IN MOBILE MARKETING

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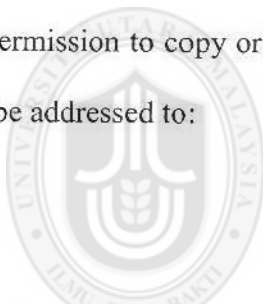
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ABSTRACT

As of now, the world is witnessing exponential advancements in information and communication technology and this advancement has increased the number of people using mobile devices engaging with mobile marketing. The number of mobile services involving commerce activities is increasing day by day. This research aims to investigate the factors that predict Malaysian purchase intention through mobile marketing. This work extends the traditional technology acceptance model (TAM) with perceived ease of use, perceived usefulness including additional variables such as social influence and perceived trust towards Malaysia consumers' intention to use mobile marketing. A total of 400 questionnaires were distributed to people in Malaysia and 369 completed questionnaires were to test the hypotheses listed in this research. This study has demonstrated that there is a relationship between factors as perceived ease of use, perceived usefulness, social influence and perceived trust towards Malaysia consumers' intention to use mobile marketing. It depicts that social influence have a strong impact on Malaysian purchase intention in mobile marketing followed by perceived trust, perceived ease of use and lastly perceived usefulness. The findings from this study offer several implications for the marketer to learn consumers' attitude and concerns towards mobile marketing.

Keywords: Intention to use, Malaysian consumers, perceived ease of use, perceived usefulness, social influence perceived trust

ABSTRAK

Pada masa kini, dunia sedang menyaksikan kemajuan pesat teknologi maklumat dan komunikasi dan kemajuan ini telah meningkatkan bilangan orang yang menggunakan telefon bimbit yang melibatkan pemasaran mudah alih. Bilangan perkhidmatan mudah alih yang melibatkan aktiviti dagang semakin meningkat hari demi hari. Kajian ini bertujuan untuk mengkaji faktor-faktor yang meramalkan niat membeli penduduk Malaysia menggunakan telefon bimbit. Kajian ini meyambung model penerimaan teknologi tradisional (TAM) dengan kemudahan penggunaan, kemudahan dilihat termasuk pembolehubah tambahan seperti pengaruh sosial dan kebolehppercayaan pengguna Malaysia terhadap pembelian menerusi telefon bimbit. Sebanyak 400 soal selidik telah diedarkan kepada penduduk di Malaysia dan 369 soal selidik yang siap dijawab untuk menguji hipotesis yang disenaraikan dalam kajian ini. Kajian ini telah menunjukkan bahawa terdapat hubungan antara faktor-faktor kemudahan penggunaan, kemudahan dilihat, pengaruh sosial dan kebolehppercayaan pengguna Malaysia terhadap pembelian menerusi telefon bimbit. Ia menggambarkan bahawa pengaruh sosial mempunyai kesan yang ketara ke atas niat pengguna Malaysia untuk membeli menerusi telefon bimbit, diikuti kebolehppercayaan, oleh amanah dilihat, kemudahan penggunaan mudah dan akhir sekali kemudahan penggunaan. Penemuan daripada kajian ini menawarkan beberapa implikasi bagi pemasar untuk mengetahui sikap pengguna Malaysia terhadap pembelian menerusi telefon bimbit.

Kata kunci: Niat untuk mengguna, pengguna di Malaysia, kemudahan penggunaan, kemudahan dilihat, pengaruh sosial dan kebolehppercayaan

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Lawania Kannairam, June 2017

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CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Over the past decades, mobile phones were only being used for a simple texting and to make calls. Mobile phone has been used commercially since three decades ago and the usage has risen up more now than ever before, whereby we are able to connect everybody and everything every day at every second. It has met the revolution whereby smartphones takes place and being a hub for everything to socialize, discover, research shopping, music's, video and to capture images through mobile phone. Now, mobile marketing are rising in e-commerce and shifting people's behaviour in purchasing and branding. It is being constant in people's shopping journey. According to Facebook IQ internal analysis in year 2015, it has reported that within the month of January to May 2015, three out of ten online purchases has taken place which is 24% is through mobile phone and 6% is from the tablet. It has also reported that, the frequency of mobile purchases increased by 35% (Berthaume, D, 2015)

As for today, many are using mobile phone ranging from adult to children. Mobile phone usage and ownership is having a steady growth year by year. According to hand phone users survey (2014), in the year of 2014, the percentage of mobile phone user in Malaysia was 53.4%. A study by GFK reports that, since September 2013 up to August 2014, there were 120 million units of mobile phones shipped to seven Asian countries includes Malaysia and Consumer Barometer has notified that 35% of mobile phone users in Malaysia are using their mobile phone to connect with Web and Malaysians loves both the internet and also their mobile phone (Lee, 2015) (www.businesscircle.com.my, 2015). Figure 1.1 shows that the penetration of Malaysian adult that were using smartphone in 2016 is 71%.

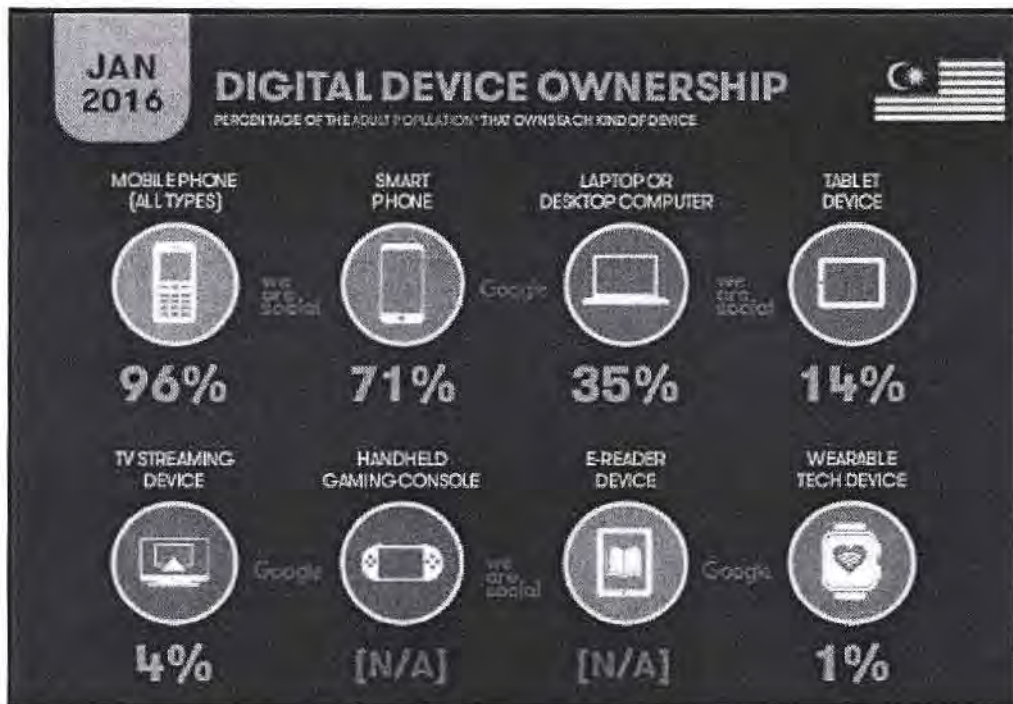


Figure 1.1
Digital device ownership in Malaysia
 Source: We Are Social, 2016

In Malaysia, most commonly people are using mobile phone which is being an essential communication tool for the society instead of fixed line phone and as statistics provided by Malaysian Communications and Multimedia Commission (MCMC) at second quarter of the year 2015, shows that there are 44,509,884 of people in Malaysia who are using mobile phones with penetration rate of 144.8%. Mobile phones are being the hub for them in order to associates with their family members, friends, and for business purposes. It is becoming ubiquitous. As reported by comScore Media Metrix in January 2015, there was 47% of Malaysian whom are accessing all range of websites from their mobile phones. Hanley and Becker, (2008) says that mobile statistics has risen up since internet has being introduced. Department of Statistics Malaysia, in quarter two of 2015 comScore stated that there were 21,056,126 of internet users in Malaysia with penetration rate of 68.5 %.

There are few nations who are using mobile phone more than their computers such as Singapore, Malaysia, China, Korea and Hong Kong. ComScore, (2016) says that consumers' priorities are on mobile usage as their preferences and the trend overtakes desktop usage since quarter three of 2013 as shown in Figure 1.2

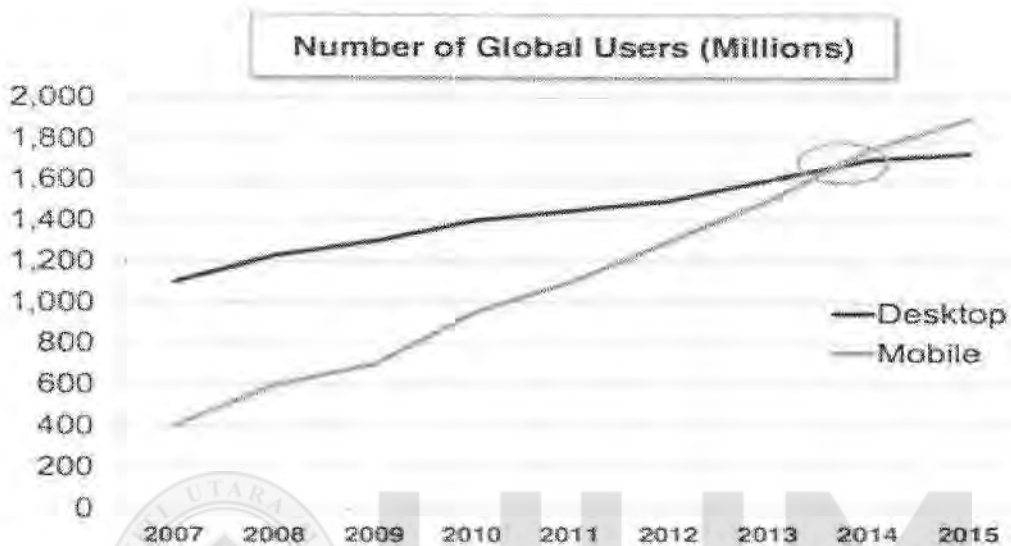


Figure 1.2
Number of desktop and mobile users
Source: Morgan Stanley Research, 2016, comScore

Businesses are engaging themselves with more powerful platform and channels through mobile phone which are the wave of the future. The adoption of mobile phone is representing a huge marketing opportunity to the marketers (Grant & O'Donohoe, 2007; Roach, 2009; Barutchu, 2007). It is a global acceptance for consumers to access information at their fingertips at any hour and provides utility to make their lives easier. Mobile phone has met the revolution where it is being a marketing medium (Deans & Gray, 2010). Figure 1.3 reports 42% of Malaysian citizen has made their online purchases by using their smartphones.

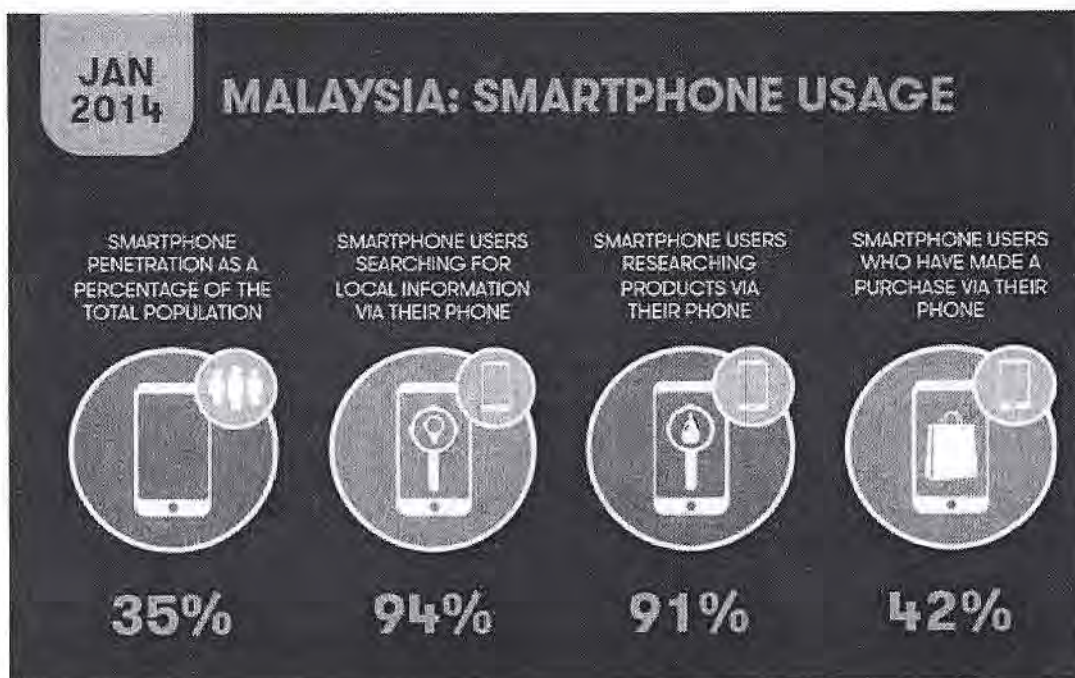


Figure 1.3
Malaysia: Smartphone usage
 Source: Google's 'Our Mobile Planet' 2014

Mobile marketing is a way of consumers making their purchases through a handheld device which is mobile phone. Consumers are using mobile phone as a market tool to gain more knowledge on products and engaging more deeply with brands recognition in order to fulfil their purchase intention, thus making businesses to expand their business wider and narrower. Businesses' are catching up with customers by optimizing the features that mobile phone has given and declaring their brands through mobile phone. Marketers are taking opportunity through mobile marketing to provide information about their products and services and also to create branding (Plesis, 2010).

Through mobile phone, consumers find that it is being easy for them to scroll down, to flip the page and to open and close the page. It is easier for them to stop, engage and buy the product after screening through and discover information from the device. Figure 1.4 shows the most famous search engines thorough mobile phone which was done over 950 US consumers whom did mobile purchasing using mobile phone in 2013 for various stations such as automotive, home and garden, apparel and beauty, finance and also electronics.



Figure 1.4
Search is the most common starting point for mobile research
 Source: Google: Think Insight, November 2013

Mobile phones are an attractive medium to connect with as under a nutshell. Marketers are gifted with the growth of technology onto mobile phone where it has substantially expanded set of possibilities to engage and assist consumers through broad media such as video, audio and text. The progression were also reached by providing variety of application in mobile ‘apps store’ which has an unlimited potential where marketers are able to develop a wider range sets of marketing techniques. As an example, with Amazon Shopping app on the mobile phone, consumers are able to check and compare the prices with both online and other offline retailers price by scanning the products’ bar code, snap a picture of it, speak the product name or just type the name. These apps also enable consumers to find for the items in the store by just turning on location services on the mobile device. Mobile marketing is having a great capability in transforming consumers shopping behaviour and creates marketing penetration and values. The mobile phone application gets attracted by consumers as they are able to personalise their needs according to their specification.

As reported by comScore (2012), 82% of mobile data time spent on using apps is on mobile phone, Mobile Metrix 2.0 by ComScore reveals that Social Media Brands are experiencing heavy engagement on smartphones (www.comscore.com, 2012). US consumers who are spending time in apps are 90% in 2015 (Yahoo's Flurry). This is the key insight which drives marketers to build marketing in smartphone apps. Research study aims to understand factors which are influencing Malaysia consumers to attach with mobile marketing using mobile phone. Thus, marketers will view this as an opportunity and a platform to communicate with consumers in using mobile phone as a mean of marketing communication. Google has further breakdown on how Malaysian people are using their smartphone to engage with mobile marketing. The survey was done in 2013 with Malaysian adults aged 18 and above. Survey says that 41 % of the people are surfing their smartphone at the beginning of their research phase, meanwhile 77% of them used their smartphone in the middle of their research phase and 16% are making smartphone as their companion just immediately before their purchases shown below in Figure 1.5.

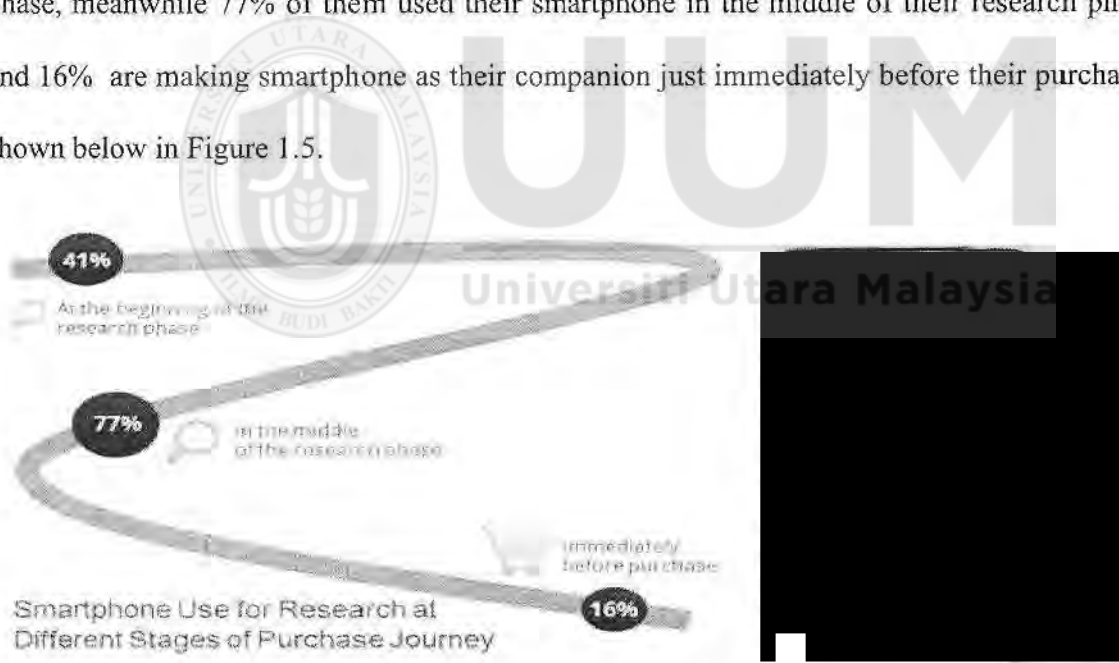


Figure 1.5
Smartphone has become Malaysian's primary shopping companion throughout the purchase journey.
Source: Goole-TNS Infratest Mobile in the Purchase Journey: Malaysia Study (2013), Adults age 18 +

1.2 Problem statement

Malaysia is still at its infancy stage of adopting mobile marketing compared to develop countries such as South Korea and Japan (Wong & Hiew, 2005). Mobile marketing is having an outstanding growth for the year of 2015 and the number of sales from mobile phone increases for 53% year by year (Commerce Digital, 2016). Ipay88 as the foremost online payment service provider conquering South East Asia has reported that Malaysia is having a huge speed of online payments through mobile shopping close to 70% of the Malaysian market. Example, in 2014 the number was about 2.0 million and this has grown to 3.7 million online shoppers who made purchases by using mobile phone in 2015 and in first quarter of 2016, there are 1.6 million shoppers have used these services (www.thesundaily.my, 2016). Business merchants involving in mobile marketing also increases and actively promoting mobile shopping where the traffic has significantly rise from 27% in 2014 to 38.4% in 2015 and to 48.6 % in the month of May in 2016 (Business News, 2016). Anyhow, MasterCard Mobile Shopping Survey, 2015 states Malaysia is still left behind compared to certain countries in adopting mobile marketing as shown in Table 1.1. It explains the percentage of people who has used mobile phone as a medium for their shopping in China, Thailand, India, Taiwan and also Malaysia (www.newsroom.mastercard.com, 2015).

	2012	2013	2014
China	54.1	59.4	70.1
Thailand	51	51.2	58.8
India	30.3	47.1	62.9
Taiwan	28.2	45.2	62.6
Malaysia	25.4	31.5	45.6

Table 1.1

% of respondents who have made purchase using a smartphone

Source: MasterCard Mobile shopping survey, 2015



Figure 1.6

What do Malaysian mobile users do on their phones? (Percentage)

Source: Nielsen Smartphone Insights, 2014

Adding into this, Neilson Smartphone Insights, 2014 reported that only 9% of Malaysian is shopping through mobile phone as shown in Figure 1.6. With these, this study is being conducted to find the critical factors affecting Malaysian consumers' intention to use mobile marketing.

1.3 Research objective

Mobile phone users are marking three billion subscriptions globally (Hibberd, 2007). Adoptions of mobile phone by consumers are increasing exponentially, thus being an opportunity for marketers to reach consumers with good approaches. This study is being done to examine factors which are influencing Malaysian consumers to engage in mobile marketing, thus sets following objectives:

- 1-To determine perceived ease of use in influencing Malaysian consumers to use mobile marketing.
- 2- To determine perceived usefulness in influencing Malaysian consumers to use mobile marketing.

3-To determine social influence in influencing Malaysian consumers to use mobile marketing.

4-To determine perceived trust in influencing Malaysian consumers to use mobile marketing.

1.4 Research question

Factors which are influencing Malaysian consumers in relation to the mobile marketing are being investigated.

1. Does perceived usefulness influencing Malaysian consumers to use mobile marketing?
2. Does perceived ease of use influencing Malaysian consumers to use mobile marketing?
3. Does social influence influencing Malaysian consumers to use mobile marketing?
4. Does perceived trust influencing Malaysian consumers to use mobile marketing?

1.5 Significance of the study

This study is being conducted to understand the factors which are influencing Malaysian consumers to purchase through mobile phone and the adoption of mobile marketing. It is very important to understand consumer for an effective marketing (Handley, 2006). Consumers should be understood by the marketers as they are adopting technology into their business to create market value. Things nowadays are changing from the way people living, work, engaging and also socializing. Technology is becoming a fundamental part of our digital life. Ng, Voges & Goi (2010) mentioned mobile marketing adoption is still lacking among consumers and so advertisements are still down and it is being hard in reaching and gaining consumers attention. Just as the devices and technology changes, so do the marketing

methods need innovation as well. For marketers, this creates a new ground of thinking to engage and pursue their consumers for a marketing relationship. Marketers should leverage and come up with innovative trend and ideas on mobile marketing rather than advertisement and also marketing campaigns.

Year by year, mobile industry is having their rapid growth and this may give a positive impact to the marketing area. There are consumers having knowledge in technology advancement with high purchasing power through it, thus these group of people particularly should be reached efficiently through the correct path and messages to attract them by getting know their preferences in adopting mobile marketing and having high willingness to try out new innovations.

The aim of this study on mobile marketing is to bring up awareness of mobile marketing growth and opportunity to the marketers who wants to adopt mobile marketing and for those who already in the field, it will be an opportunity for them to have more understanding on targeting the customers. Other than that, after understanding consumers preferences, this study will help marketers to save cost on their business by adopting mobile marketing which utilizes technology advancement.

1.6 Chapter layout

This study is based on five chapters writing about mobile marketing. The first chapter consist of introduction, problem statement, research objective, research questions, and development of the hypothesis, chapter layout and also the conclusion of the first phrase. The second chapter discussed on literature review which consists of conceptual framework, theoretical framework and also the gaps in the literature.

Subsequently, the study is followed by chapter three which is the methodology. This chapter writes on research methodology which is the research design, data collection methods,

sampling design, research instruments, measurements, data processing, data analysis and also the conclusion of chapter three.

Chapter four is data analysis which is the presentation of the data. It elaborates on the response rate towards data gathering, data analysis and interpretation, data validation and hypothesis test. Lastly, the last part of this study is chapter five, whereby it is the conclusion of the study. It discusses the overall of the study, implication and also the recommendations.

1.7 Conclusion

Overall, chapter one is briefly on the exploration that this study will be carrying out. Further exploration of the study will be discussed in chapter two whereby it will be revealing an overview introduction regarding mobile marketing in Malaysia adoption.



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CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

Research aims to assess the effect of mobile marketing on consumers' responses. This chapter reviews the relevant literature with respect to the nature of the present study and the conceptual background of the dependent and independent variables chosen in this study namely perceived ease of use, perceived usefulness, social influence and perceived trust. Thereafter, the chapter will discuss the conceptual definition of the variables as well as the literature review on the empirical studies and their theoretical underpinning as a guide to the development of the study's framework

2.2 Mobile marketing: definition and concept

As internet is in its rapid pace of growth worldwide, there are many innovations is being done by the marketing area people not to be left out of the technological developments. Mobile marketing which is also known as m-marketing is evolving rapidly accordance with internet usage going viral through mobile phone. As for today, mobile marketing has tap into a quick access devices which has become the daily necessities for everyone. Mobile marketing as can be easily understood is described as a marketing communication using mobile phone with interactive wireless media (Karjaluoto & Leppaniemi, 2005), adding into this, Tiwari and Buse, (2007) indicates mobile marketing as exchange of goods and services also the buying and selling activity by using a device which uses wireless technology as an integrated technology. Also, Altuna and Konuk (2009), Plavini and Durgesh (2011) has dicussed that

mobile marketing uses wireless technology which able to provide integrated content about a product and services to consumers with a direct manner.

There are many alterations being done from time to time with current trend (Barwise & Farley, 2005) with various definition and concept of mobile marketing or wireless marketing. Shen and Chiou, (2010) says that mobile marketing is done with by using mobile data services which includes information sharing, commercial transactions and also services such as messaging and entertainment. Mobile marketing encompasses activities which are connecting sellers to consumers through mobile devices and also networks. Mobile Marketing Association (MMA, 2010) which is the worldwide mobile trade association, has defined mobile marketing as a set of practices that enabling organizations to contact and communicate with the audiences through mobile devices and networks with an interactive and relevant manner and becomes important for both business and also consumers. Compare to other electronics devices as television and radio, mobile marketing is advantageous as it delivers a non-stop entree to the consumer at anytime and anywhere (Yaniv, 2008).

Mobile marketing is a concept of two-way or a multi-way communications and promotions which occur among a business entity with its consumers by using a mobile phone as the mobile medium, device and also technology (Shankar & Balasubramaniam, 2009). It also makes consumers to engage conveniently with marketing activities by business organization personally irrespective of time and distance and reaches more end consumers regardless where they are located to deliver the correct message to the right place and the right time (Siau, Lim & Shen, 2001). Carterm, (2008), mentioned mobile marketing as a systematic planning, implementing, and controlling of a business mixture which will bring the seller and also buyer to a mutual understanding for the exchange of products and services.

2.3 Current Use of Mobile Marketing and a Profile of its Users

Malaysian purchasers are well known for shopping as their spare time activity (Vasanth, 2010). The increasing number of mobile phone usage has increase electronic commerce and online shopping sales volume (Yu, 2011). High penetration rate of smartphone usage is being the major reason of mobile marketing growth in Malaysia (Yap, 2011; Yu, 2011; Juloin, 2012). Within Southeast Asian region, Malaysia is having about 125% of smartphone penetration which is ranked as second higher after Singapore (Rao, 2012; GFK ASIA, 2012). This is because Malaysians are able to buy variety of smartphone at affordable prices (Juliana, 2012; Yun, 2012). In 2011, Malaysians have spent RM 467 million shopping through mobile which is one third of online shopping (Ueno, 2012), and most of them pay their bills, bought tickets, books, music, movies and games which are considered low priced items (Yap, 2011; Writer, 2011; Rao, 2012).

Youngsters basically under the age of 30 are being the main contributor for Malaysia mobile penetration (Elia, 2006; Euromonitor, 2012), and they are the main users of mobile devices who are highly involved with online purchases (Cheah, 2012; Ben-Shabat et al., 2012). Youngsters are influencing mobile marketing in Malaysia (Yap, 2011; Yu, 2011). 72% of Malaysian who are not using mobile marketing has said that they will adopt this system if the current security measures are improved (Writer, 2011).

2.4 An overview of mobile Marketing and related studies in Malaysia

The feature of a mobile phone which has smaller screen view, low internet data and poor image has distracted Malaysian from adopting mobile marketing (Yun, 2012; Cheah, 2012; Rao, 2012). Mobile marketing is not being user friendly for Malaysian mainly in making their online payment (Yu, 2011) and about 60% of them are not completing their purchasing

payment due to the financial data appeared on a smaller screen (Yew, 2012). Compact appearance on the smaller screen is not bringing Malaysians consumers' confidence in completing their transactions (Writer, 2011; Yun, 2012). Perceived risk and security concern is also being the major factor for Malaysian not adopting mobile marketing (Yew, 2012; Cheah, 2012; Rao, 2012).

Yap, (2011) has mentioned that shopping through mobile phone is faster than desktop purchases because of easy transaction made via mobile phone. Malaysia's delivery system to deliver end product to consumers according to delivery period after purchase has ease mobile marketing (Yu, 2011; Ben-Shabat et al., 2012) where the logistics are linked with United States transportation system (Ben-Shabat et al., 2012). Past studies say that there are high possibilities for mobile marketing to be dominant online shopping trend for both consumers and also businesses (Writer, 2011; Ueno, 2012; Yun, 2012; Morel, 2013).

2.5 Theoretical Foundations for Purchase Intention

2.5.1 Technology Acceptance Model (TAM)

Technology Acceptance Model (TAM) is being carried to construct this study. This is an influential and most commonly used model by researchers to describe technology acceptance by individuals. Originally, as discussed by Davis, (1986), this model says perceived usefulness and perceived ease of use are the two major variables. (TAM) model is actually adding construct from theory of reasoned action (TRA) and theory of planned behaviour (TPB). Theory of reasoned action is related to an individual's attitudes and intentions to perform an activity by having intentions. As TRA is related to an individual's behaviour, TPB is added up into TRA. Thus, in this study, TAM model would predict the adoption of mobile marketing among Malaysian consumers. As Malaysian mobile marketing is rising day

by day, this model will ease to predict those intentions to adopt mobile marketing in a more sophisticated way in Malaysia. This model would be a useful framework to explain consumer's intention in online transaction as those consumers employs information technology.

2.6 Antecedents of Purchase Intention

There are many factors being tested to analyse consumers' intention to use mobile marketing (Min, Ji & QU, 2008). Perceived usefulness shows it is the major contributor to adopt a system (Davis, 1989; Gefen and Straub, 2003, Hsu and Lu, 2004). This is supported by Wu and Wang, (2005) who says perceived usefulness is the main predictor in mobile marketing.

Davis (1989) has said that perceived ease of use is a degree which consumers communicate with a system or information technology without a mental effort. Previous studies show that perceived ease of use positively affects consumers' intention to use mobile marketing (Davis, 1989, Gefen and Straub, 1997, 2000, Venkatesh, 2000, Venkatesh and Davis, 2000; Gefen, 2003, Gefen and Straub, 2003). Teo, Lim & Lai (1999) in their study has claimed that consumers' behaviour towards mobile marketing is influenced by perceived enjoyment. Davis, Bagozzi & Warshaw (1992) has supported this stating that consumers enjoy while using mobile phone to make purchases regardless to any hassles. Ericson, Herring, and Ungerman (2014) concluded that convenient to use is the fundamental factor for mobile marketing. Moynihan, Kabadayi & Kaiser (2010) has mentioned that mobile marketing consumers are having higher perceived of awareness in terms of knowledge and self-efficacy. Consumers had an attitude to explore and browsing through mobile phone, knowledge and education in mobile marketing (Barutcu, 2007). Price of a product is not the only concern which consumer is having; they are also concerning on the total cost of getting, using and also disposing the product which consumer purchase (Kotler and Armstrong, 2006). Kannan

et al, (2002) has mentioned that those consumers who have time constrain will browse through their smart phones for purchases to reduce their searching cost where perceived cost influenced mobile marketing. Pavlou, (2013) in his studies has said that perceived trust gives consumers confident and reduces hesitation to be involved with mobile marketing. Perceived trust is an act where consumers having the confidence in using mobile marketing with no privacy threats (Wei, Marthandan, Chong, Ooi. Arumugam, 2009). Fang, (1998) in his investigation has said that social influence is having a straightforward relationship in e-commerce and also e-mails. Adding into this, Lee, Murphy & Swilly (2009) has stated that social influence is having a positive effect from consumers in adopting mobile marketing services. Consumers are also having mobile internet more often (Kim, Chan & Gupta, 2007).

2.6.1 Definitions and Conceptualization of Perceived Ease of Use

Clarke, (2000) says that perceived ease of use is a significant factor to use mobile devices generally. According to Davis, (1989) PEOU is where an individual feels that it is easy to understand and also to use a system with free of effort and the individual feels that using mobile marketing will make them to free from physical and mental effort. The degree to where an innovation is easy to understand is perceived ease of use (Zeithaml, Parasuraman, Malhotra, 2002). A system which is being stress free to engage with and use would facilitate more system use and task accomplishment rather than which are being difficult in exploring and to practice (Zinatelli et al., 2005). Moon & Kim, (2010) says those system and information technologies which are easy to adopt and use will have less threaten towards individuals.

If the particular system is being difficult to use, it will discourage consumers to adopt innovation (Roger, 1995). This also determines the level of satisfaction among users (Huang, Soutar & Brown, 2004). While consumers founds that using mobile marketing is convenient,

they will understand the advantages of mobile marketing on how mobile marketing is being user friendliness and useful (Venkatesh & Davis, 2000).

Previous empirical studies by researchers' says that perceived ease of use influencing the adoption of mobile marketing in a positive way (Khalifa and Shen, 2008b; Kim and garrison, 2009; Wei et al., 2009). Thus, perceived ease of use reflects the adoption of mobile commerce. Therefore, this study examines on how far it is easier to use mobile marketing in purchasing those products and services and it is essentially engaged into the model.

2.6.2 Definitions and Conceptualization of Perceived Usefulness

Based on technology adoption, perceived usefulness is one of the famous factor (Lu & Chuang, 2010). Davis's (1989) Technology Acceptance Model (TAM) has validate perceived usefulness as a situation where an individual having the belief that their job will be easier by using a particular system and technology. Perceived usefulness is the major influential factor in using a system (Davis et al., 1989; Gefen and Straub, 2003, Hsu and Lu, 2004). It is the results from the experiences by using something to get something. Davis (1993) has said that perceived usefulness is the assumption by individuals that by adopting technology, it will improve his/her performance. Adding into this, Wei et al., (2009) says perceived usefulness is the main cause for mobile marketing adoption as consumers will only adopt mobile marketing when they find that it is useful for them. Thong et al. (2006) through his studies has validated that perceived usefulness is consumers' expectation and satisfaction in using mobile marketing.

Meanwhile, Wu and Wang, (2005) says perceived usefulness in very important in mobile related services. Perceived usefulness is also being a positive influential factor in adopting mobile marketing (Kim and Garrison, 2009,; Khalifa and Shen, 2008a). It is a determinant

factor of usage behaviour and intention. By looking at the organizational field, a system which has high in perceived usefulness is where the user will have a positive use performance relationship. Thus, this study examines on how perceived usefulness are consumers feeling by using mobile marketing. It describes how mobile marketing will help consumers to ease their purchase efficiently as the fact is that consumers today desire smaller, quicker and more reliable devices to keep up with their fast paced lifestyles.

2.6.3 Definitions and Conceptualization of Social Influence

Social influence is when a person considering another person belief on how he/she in adopting system technologies (Venkatesh et al., 2003). Social influence occurs when there is a change with an individual's attitudes, thoughts, and feelings and when there is an interaction with opposite individual or groups and whether he or she should engage with innovation which taking place (Chong et al., 2012). Influential factors such as from peers and family members and also from media's like television, newspapers, magazines, academic, journals, radio and internet could influence an individual in adopting mobile marketing and Chong's (2012) study says that network influential is the major cause of mobile marketing adoption. The born of Web 2.0 applications with internet connectivity have ease the users to communicate easily and also exchange their online shopping experiences with each other where mobile marketing has social networking sites which create web community (Hsu & Lu, 2004). It is a result when an individual make changes on to them by interacting with others who has some similarities with them and some of them having a thought that if they are not into mobile marketing technology, they would be categorised as 'not up to date' (Lee et al., 2011).

Apart from this, an individual will also be influenced when there is a large group of people having the same interest and this will give some attraction to others to adopt it as well. It is

defined as a thinking whether one should engage in the activity as others, (Lu et al, 2003). Fan et al., (2005) has mentioned that a person will talk about services that being used to others when he/she is satisfied with it. Researchers has widely used social influence in their studies which is related to technology acceptance, internet, online purchases, online mobile banking and also mobile chatting communication (Amin, 2008; Kleijnen et al., 2004; Nysveen, 2005; Venkatesh et., 2012). Khalifa and Cheng (2002) mentioned that social influence is having a strong effect on consumers purchase through mobile thus it is verified in this study.

2.6.4 Definitions and Conceptualization of Trust

Trust occurs when an individual is performing in a particular transaction with his/her own confidence in it and consumers having a belief with that particular online company and website with using internet as a connecting medium (Pavlou, 2003). It involves the 'buyer and seller relationship in the target of trust' and reduces uncertainty which also creates positive connection towards Web retailers (Pavlou, 2003). Trust is crucial in online purchasing behaviour and level of confidence that using a system fit to user's expectations where it involving data transferring which are exposed higher level of risk and also consumers personal particulars security concern (Chong et al., 2010). Anticipating trust between the consumer and business is very important for a successful online business (Kim, Ferrin, and Rao, 2008). The decision whether to adopt electronic commerce and online transaction depends on consumers' trustworthiness in it (Holsapple et al., 2005). Great trust level will have a positive impact towards the market. Perceived trust is significant in affecting users buying behaviour and decision making towards mobile marketing (Chong et al., 2012). Trust is an important element for business involving electronic commerce and also mobile marketing than other traditional way of businesses because of it uncertainty level (Lu et al.,

2003; Cho et al., 2007). At some point of view, consumers will be also having a doubt that their personal information will be revealed or the money transaction will be transferred to a third party without their knowledge (Luarn and Lin, 2005).

Trust will reduce consumers doubt and it adding into positive attitudes of consumers towards Web retailers which are doing mobile marketing. Perceived trust is more crucial in mobile marketing compared to electronic marketing because mobile marketing is more exposed to risk (Lu et al, 2003). Trust determines the rise and also falls of mobile marketing business especially in online marketing, this is because consumers are buying and getting their purchase depending to person who is behind these online marketing to the extent to which and individual believes that mobile marketing is secure has no privacy threats, thus consumers will be worry regarding their personal information and money will be transferred to another party without their knowledge and authorization (Luarn and Lin, 2005). Wei et al, (2009) has says that for Malaysian, trust is being a crucial factor in mobile marketing. This study examines on the impact and the trust level that consumer is having towards mobile marketing.

2.7 Research framework

In order to understand factors affecting Malaysians consumers intention to use mobile marketing in Malaysia, there are four independent variables constructed for this study using Technology Acceptance Model (TAM) by Davi's (1989) which are perceived ease of use, perceived usefulness, social influence, and perceived trust as shown in below framework.

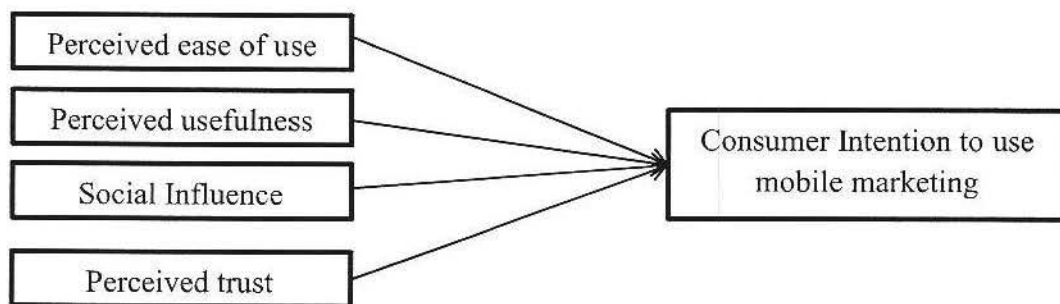


Figure 2.7 *Research Framework*

TAM (Davis, 1989) has proposed that perceived usefulness and perceived ease of use are able to influence consumers' behaviour in adopting technology. Theory of Planned Behaviour (TPB) focuses on the social and individual factors (Khalifs and Shen, 2008). Behaviour intention to perform an activity is determined by attitude, and also behavioural control whereby attitude is a person's feelings on performing the behaviour (Ajzen 2002). Meanwhile, behavioural control is how easy or difficult it is to engage into behaviour (Ajzen, 1991). Attitude is how an individual is performing their behaviours in an easy or difficult way where it is a norm that one's belief whether they should engage in that particular activity (Leigh, 1989). Involving in online transaction, trust is a significant factor to influence consumers into it (McKnight et al., 2002). Trust therefore is consumers' reaction based on their confidence level (Gefen, 2002). Shankar and Balasubramaniam, (2009) has added that trust is being crucial among consumers in mobile marketing.

Mobile marketing is a growing marketing opportunity which being able to execute at anytime and anywhere. The extent of why Malaysian consumers are accepting mobile marketing is needed to be identified. Consumers' willingness to use mobile marketing is different according to which communication media that is being used, message content and also the factors, hence consumers attitude towards a product or services is dependable with companies marketing strategy (Jun and Lee, 2007). Companies have to mould their strategy according to consumers' behaviour to have a consistent purchase. Consumer's attitude and purchase

intention is a direct message of what they are feeling and why they are purchasing the product and services which reflects in their purchasing decision making processes (Solomon, 2004). Thus, it is important to identify and understand which the factors are being favourable to consumers and affecting their purchasing behaviour.

Malaysia is the forefront of the trend using mobile phone where it touches 71 % of them and this is the opportunity for local business to seek for marketing and businesses needs to catch up with consumers to stay relevant in business in this fast-paced environment with innovation and creativity (We Are Social, 2016). Thereafter, this study would be helpful for the marketers as it will give an idea on the factors influencing Malaysians to purchase via mobile phone and develop their market in that way.

Apart from these, companies are constantly searching for methods in expanding and maintaining their businesses. According to Pousttchi (2006) marketing experts believes that mobile devices is a promising marketing tool in getting consumers attention where it provides messages to consumers in an efficient way comparing to mass media. Marketers have recognised the importance of mobile marketing to end users and view it as a communication channel with huge potential. Thus, this study is carried to understand the adoption influence of mobile marketing with those consumers who are having mobile phone in current era. Understanding the influence factors is important to the marketers in getting closer with the consumers.

2.8 Conclusion

In this chapter, discussions were made about an overview of mobile marketing. Then, the chapter discusses and explains the aspects of the factors that influences the intention to use

mobile marketing such as perceived ease of use, perceived usefulness, and social influence and perceive trust. Also, research framework were developed and discussed.



CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

Research methodology is being carried out to indicate the necessary procedures taken to collect information on the research issue and solve those marketing research issues (Malhotra & Peterson, 2006). Response from Malaysian consumers on their intention to use mobile marketing has been collected and analysed to provide marketing information to businesses. Furthermore, this chapter also discussed on the questionnaires development, data collection procedure, measurement of variables and as well as explained the type of data analysis procedures.

3.2 Hypothesis development

Perceived ease of use (PEOU) is where a person feels that it is easy to understand and also to use a system with free of effort. He/she will more likely to use the system when it is easier to deal with. According to Davis, (1989) PEOU is when an individual feels that using mobile marketing will make them to free from physical and mental effort. Various types of users from neither different educational background nor age group experienced PEOU in mobile marketing in different form. The degree to where an innovation is easy to understand is PEOU (Zeithaml et al, 2002). Hossein, (2011) stated that PEOU is belief that mobile marketing services are easy to use. PEOU is a main factor influencing mobile marketing adoption (Lin and Wand, 2005). Mobile marketing however accumulates consumers with its advantages for not being constrained with physical location and able to carry mobile phone

compared to other device when it involves this type of transactions. As mobile marketing is at infancy level in Malaysia, it is important to determine whether it is easy or difficult to use and how it influences consumers decision making. Therefore, it is hypothesized that,

H1. Perceived ease of use has a positive effect on purchase intention via mobile marketing.

Numerous studies have been done to investigate the effects of perceived usefulness (PU) towards technology adoption (Jeyaraj, Rottman, Lacity, 2006). In the Technology Acceptance Model (TAM), PU is when a person is using a specified system and that system able to enrich his/her job performances: it is the extent to which an individual believes that using the system enhances his/her performance (Davis, 1989).

Davis, (1993) also mentioned that PU is an assumption by individuals that by adopting technology, it will improve his/her performance. It is the determinant factor of usage behaviour and intention. By looking at the organizational field, a system which has high in PU is where the user will have a positive use performance relationship (Davis, 1989). PU is one of the five most important influencing factors for consumers to adopt technology and IT (Jeyaraj et al., 2006). According to Wong and Hiew (2005), mobile marketing is strongly influenced by the usefulness of mobile services. This has been supported by Hosein, (2011) that PU is the major influencing factor of mobile marketing adoption. In the mobile marketing context, PU is regarding consumer's observation of the usefulness of buying through mobile phones. In other words, consumer has the trust that by applying technology (i.e. the mobile phone) will smooth the performance (i.e. shopping), which in turn will bring related rewards (i.e. convenience, lower costs, etc.). Hence, this study examines on how PU are consumers feeling by using mobile marketing. It describes how mobile marketing will help consumers to ease their purchase efficiently. Therefore, it is hypothesized that,

H2: Perceived usefulness has a positive effect on purchase intention via mobile marketing.

The degree where an individual user considers another person's believed to adopt innovation classified as social influences, (A. Y. L et al., 2010). Social influence occurs when there is a change with an individual's attitudes, thoughts, and feelings and when there is an interaction with opposite individual or groups. It is a result when those particular people make changes on to them by interacting with others who has some similarities with them. Peers influence, family, and also media such as television also influences users to use mobile marketing. Previous studies stated social influence is being a direct factor for behavioural intention (Ledere, Maupin, Sena & Zhuan, 2000). It is defined as a thinking whether one should engage in the activity as others, (Lu et al, 2003). Fan et al. (2005) has mentioned a person will talk about services that being used to others when he/she is satisfied with it and social influence is having vital impact in mobile marketing more than PU and PEOU. Khalifa and Cheng, (2002) mentioned that social influence strongly impacts on consumers purchase through mobile. Therefore, it is hypothesized that,

H3. Social influence has a positive effect on purchase intention via mobile marketing.

Trust is a core element in e-commerce (Holsapple and Sasidharan, 2005). Trust affects consumers' intention to adopt technologies such as electronic commerce (Holsapple. C. W., Sasidharan. S., 2005). Trust occurs when an individual perform in a particular transaction with his/her own confidence in it. Trust is crucial in online purchasing behaviour. Anticipating trust between the consumer and business is very important for a successful online business (Kim, Ferrin, and Rao, 2008). High trust level will have a positive impact towards the market. Trust is an important element for business involving electronic commerce and mobile marketing than other traditional way of businesses due to its uncertainty level (Lu et al., 2003; Cho et al., 2007). At some point of view, consumers will be also having a doubt that their personal information will be revealed or the money transaction will be transferred to an unknown party without their knowledge (Luarn and Lin, 2005). Few

researches have said that trust is an important element in mobile marketing adoption (Horton et al., 2002; Gunasekaran & Ngai, 2003; Nasri, 2011). The element of trust is more crucial in mobile marketing compared to other traditional marketing because of its uncertainty environment (Lu et al., 2003; Cho et al., 2007). Lu et al., (2003) says that trust factor is significant in mobile marketing as this type of transaction highly involved with insecurity. This study examines effect of trust towards mobile marketing. Therefore, it is hypothesized that,

H4. Trust has a positive effect on purchase intention via mobile marketing.

3.3 Research design

Research design is the sequences of rational decision making selections relating to a study (Cavana, Delahaye, and Sekaran, 2001). To start a scientific research paper, researcher will need to develop a framework on what is to be identified and how to identify it (Creswell, 2009). Apparently, research design will be involving with determination of the study, type of analysis, unit of analysis, settings of the study and also time horizon (Cavana et al., 2001).

Therefore, to explain the discrepancy on dependent variable with possible outcomes, the hypotheses of this study have been tested by exploring causal relationship among identified variables. Cavana et al., (2001), indicates that to study and explain some of the relationship, hypothesis testing is used. An individual unit of analysis has been carried out for quantitative data collection and analysis.

Quantitative research is typically to seek for data collection and statistical analysis. It is a conclusive findings recommended for final solution. Thus, this method is used to gather representative data from targeted respondents and measures the number of people responding to mobile marketing practices within a minimal time frame.

3.4 Unit of Analysis

Individual consumer was the unit of analysis of this study. Questionnaires are administered to individual consumer due to the fact that they are considered to be more likely to adopt mobile marketing in the future and also they are the current user of the system.

3.5 Population and Sample Size

According to Sakaran (2013) the target population must be defined in terms of elements, geographical boundaries, and time. The target population of this study are those who lives in Malaysia. The current population of Malaysia as quarter one of 2017 were 31.7 million (Malaysia's Department of Statistics, 2017). This number constitutes the population of the study.

A sample size can be referred to the number of parts to be totalled in the study. Additionally, if a comparison between a large and small sample was made, the larger sample will offer more reliable results if compared to the smaller sample. However, the population target of this study was defined as Malaysian consumers. The sample size taken from the target population respondents, the estimation of the number of the respondents selected from Krejcie and Morgan (1970) table and randomly distributed the questionnaire among the people in Malaysia. A sample size of 384 is chosen. This sample size is driven based on Krejcie and Morgan (1970) sample size.

3.6 Sampling Technique

Survey based research to analyse the sample about a population to answer research questions are named as sampling. Sampling is a conclusion drawn based on measurement of a populations subset (Zikmund, Babin, Carr, & Griffin, 2012). It is not possible to collect data for all the elements due to human resource, time and cost constraints, thus researcher will not have to select all the items in the population (Cavana et al., 2001). This study uses non-probability sampling method to select sampling units from total population. Zikmund et al., (2012) stated that basically researchers will use non-probability sampling method in both qualitative and also quantitative research method.

In addition, convenience sampling procedure was used in data collection for mobile marketing users in Malaysia. Convenience sampling method enables the researcher to obtain the data from people or units which are available. Convenience sampling is used often in order to collect larger number of responses with an efficient and cost saving way while when it is difficult to attain sample through other means (Sekaran & Bougie, 2009).

3.7 Research Instrument

The research instrument used is questionnaire where it is a method of collecting data after respondents read the survey question and put the their own answer on it without having a trained interviewer (Hair et al., 2006). Measurement items from various past literatures were adopted for this study with coefficient alpha above 0.71. This study uses five- point Likert Scale where 1 is strongly disagree, 2 is disagree, 3 is neutral, 4 is agree and 5 is strongly agree.

Questionnaire is an economical way to get responses from a possible number of respondents. Apart from that, it will lower down the non-response bias to certain acceptable degree and

also low response problem. The measurements will be more precise with standardized questions. Comparing to other available research methods, questionnaire is the most cost effective and efficient way.

As part of rigorous processing data collection, the researcher also come with details information about the questionnaire instrument to use it in the proposed study. With the exception of demographic information, all other variables included in this study are measured using multiple items adapted from past studies. However, in order that they are fit for the current study, some changes on wording were made on these borrowed items. Table 3.1 summarizes the variables and the total number of items used to measure the each of the variables.

Table 3.1
Source and description of all the study variable measures

Section	Variable	No of items	Reliability	Sources of scale
A	Personal information	7		Self-construct
B	Perceived ease of use	6	0.754	Saneifard, R. (2009)
C	Perceived usefulness	10	0.738	Saneifard, R. (2009)
D	Social influence	3	0.713	Tejon, P. A. (2014)
		1	0.854	Chong, A.Y.L., Chan F.T.S., Ooi K.B. (2012)
E	Perceived trust	3	0.828	Tejon, P. A. (2014)
		3	0.943	Chong, A.Y.L., Chan F.T.S., Ooi K.B. (2012)
F	Intention to use	4	0.83	Wei, T.T., Marthandan, G., Chong, A.Y.L, Ooi, K.B, Arumugam, S. (2009)

3.8 Data Collection Procedures

Data are facts formed by the researcher from issue being analysed to conclude them and answer research question and hypothesis. There are two types of data which are primary and secondary data (Sounders, Lewis & Thornhill, 2000).

Primary data collected for a current project and for a specific reason in addressing a research problem. Questionnaires, interviews, telephone call, observations and also personal questionnaires (Sounders, Lewis & Thornhill, 2000). Meanwhile, secondary data is an existing data which already been collected for a purpose apart from current research problem. This method consumes less cost and time, annual reports from the government departments, and other reference materials.

Data collections for this thesis were primary and secondary data collection. Primary data were used because it is the new data collected specifically aiming for the objective of the study. It was collected via self-administered survey by using questionnaires. A total of about 400 questionnaires were distributed by the researcher. Data for dependent and independent variable was also collected from the same respondents. Meanwhile, secondary data were adapted from past literature.

3.9 Data Analysis Techniques

Data collection analysed to identify whether or not the hypotheses that being formulated is supported. It is also to ascertain whether the purpose of this study is validated. Descriptive statistics and other standard quantitative methods are used to analyse quantitative data (Kontio, Lehtola & Bragge, 2004).

After data are acquired, through questionnaires, it need to be coded and keyed in, and edited (Sakaran2013), the data of this study were analysed utilizing the Statistical Package of Social Science (SPSS) programming. In fact, there is several techniques to analyse data. Namely, descriptive test was led to perceive the data about the methods, filtering the data before data analysis and taking the proper data analysis in order to identify data entry errors and to inspect how properly the data meets the statistical expectations. According Creswell (2012) reliability test helps to check for internal consistency of the scales, recognize respondent feedback in the survey, and ensure that all items contained in the questionnaire are correlated with measurements. Coefficient alpha is calculated to measure the reliability of a survey based on internal consistency. If the alpha coefficient is low, it indicates that the test is done too short or the items are very little in common. In order to predict scaling reliability for each factor, Cronbach's alpha coefficient must be counted for each indicated factor.

3.10 Conclusion

The overall discussion of this chapter is about research methodology employed in this study. The research model and hypotheses developed were clarified clearly. Similarly, the method of data collection, as well as questionnaire design was explained accordingly. The source of the data collection, and sample size, sampling technique was also covered. Aside from that, the variable measurements of the study were also discussed and finally, the chapter serve as a basis for the next chapters of the research, which is data analysis.

CHAPTER FOUR

DATA ANALYSIS AND FINDINGS

4.1 Introduction

This chapter presents the results of data analysis obtained. It discusses on the process involved in data analysing and also justification for choosing the selected analysis technique. Statistical Package for Social Sciences (SPSS) provides descriptive and inferential statistical results. Sekaran and Bougie, (2009) has suggested to first check the returned questionnaires for any incomplete or straight-line responses, and further key in into SPSS data editor.

4.2 Response Rates

The distribution of questionnaire began on 8th of March 2017 and was called off a month later. 400 pieces of questionnaires were distributed but only 369 were resumed. All efforts made by researcher to retrieve more questionnaires. According to O'Sullivan and Abela (2007), a response rate of more than 20% is satisfactory; this study has 94.50% of response rate which is sufficient. Table 4.1 shows a summary or the response rate.

Table 4.1
Response Rate

Item	Rate
Number of distributed questionnaire	400
Returned (useable)	369
Returned (unusable)	9
Response Rate	94.50%
Rate of useable responses	92.25%

4.3 Data Coding and Data Entry

As for coding and data entry, SPSS versions 22 were used. SPSS variables view was customized to suit the analysis objectives. A serial number is given for each of the cases for easy identification. Demographic section were labelled accordingly and all other items of the questionnaire were labelled with a code as follows; perceived ease of use were labelled PEOU1-PEOU5, perceived usefulness PU1-PU10, social influence SI1-SI4, perceived trust PT1-PT6 and intention to use IU1-IU4.

Upon performing coding and entry, data was checked and verified to identify whether there are any missing values. This also includes checking errors occurred in the data (Bryne, 2013; Pallant, 2007). This error appears in terms of missing data or invalid information therefore essential for researcher to ascertain and handle them accordingly. In total there are 39 numbers of values were found to have missing arbitrarily. Perceived ease of use has 4 missing values, perceived usefulness has 13 missing values, social influence with 3 missing values, and perceived trust has 10 missing values and intention to use mobile marketing having 9 missing values. This was completed as the numbers of missing values are not posing any statistical issue to the analytical part of this study. The following Table 4.2 illustrates the total missing values of this research.

Table 4.2
Analysis of Missing Values

	N	Missing	Minimum	Maximum
	Valid			
PEOU1	369	0	1	5
PEOU2	367	2	1	5
PEOU3	369	0	1	5
PEOU4	367	2	1	5
PEOU5	369	0	1	5
PU1	367	2	1	5
PU2	368	1	1	5
PU3	367	2	1	5
PU4	368	1	1	5

PU5	366	3	1	5
PU6	368	1	1	5
PU7	368	1	1	5
PU8	367	2	1	5
PU9	369	0	1	5
PU10	369	0	1	5
SI1	369	0	1	5
SI2	368	1	1	5
SI3	369	0	1	5
SI4	367	2	1	5
PT1	366	3	1	5
PT2	367	2	1	5
PT3	367	2	1	5
PT4	368	1	1	5
PT5	368	1	1	5
PT6	368	1	1	5
IU1	367	2	1	5
IU2	366	3	1	5
IU3	367	2	1	5
IU4	367	2	1	5

4.4 Profile of the Respondents

Smartphone users are the unit of analysis for this study who presently obtaining products and/or services through mobile marketing. Table 4.3 specifies the demographic profile of mobile marketing users. The mainstream (around 63%) of the respondents were young, falling into the 20 to 29 age group, tailed by those in the 30 to 39 group, which made up around 23% of the total. Next leading group was 40 to 49 age group, by 8.4%, while the remaining 4.3% of the respondents are 50 years and above. Within this sample, the male respondents (66.4% of the total) slightly outnumbered the female respondents. In terms of ethnic group, the Indians (41.5%) and the Malays (30.1%) totalled up the largest ethnic group of respondents. The two other ethnic groups (Chinese and others) were merged to form a larger group named Chinese and others. They made up 28.5% of the total valid number of respondents.

Table 4.3
Profile of the respondents

Gender		
	Frequency	Percent
Male	245	66.4
Female	124	33.6
Age		
	Frequency	Percent
20-29	233	63.1
30-39	86	23.3
40-49	31	8.4
50 and above	16	4.3
Ethnicity		
	Frequency	Percent
Malay	111	30.1
Chinese	84	22.8
Indian	153	41.5
Others	21	5.7
Employment		
	Frequency	Percent
Employed	196	53.1
Unemployed	24	6.5
Student	131	35.5
Others	15	4.1
Educational background		
	Frequency	Percent
Below diploma	55	14.9
Diploma	74	20.1
Bachelor	192	52
Master	32	8.7
PHD & more	14	3.8
Smartphone user		
	Frequency	Percent
Yes	363	98.4
No	5	1.4
Have purchased via mobile marketing		
	Frequency	Percent
Yes	293	79.4

4.5 Reliability Analysis

Reliability analysis of this study is being done to analyse the consistency, reliability and also stability of each constructed variables by computing Cronbach’s Alpha. Cronbach’s Alpha details on coefficient of reliability on the items tested and the internal consistency of the instruments used in the study (Sekaran & Bougie, 2010).

A typical guideline for Cronbach’s Alpha says 0.3 at the threshold, 0.5 or higher is adequate and 0.7 or higher is high (Griffie, 2012). The reliability analysis results as shown in Table 4.4 portrays that Cronbach’s Alpha for all the items are reliable whereby intention to use mobile marketing indicates 0.848, perceived ease of use as 0.670, perceived usefulness as 0.779, social influence as 0.759 and perceived trust as 0.866 as the Cronbach’s Alpha respectively.

Table 4.4
Reliability Analysis

Variable	Number of items	Cronbach's Alpha
Dependent variable		
Intention to use	4	0.848
Independent variables		
Perceived ease of use	5	0.670
Perceived usefulness	10	0.779
Social influence	4	0.759
Perceived trust	6	0.866

4.6 Correlation analysis

This section discusses on the Pearson Correlation analysis results which identifies the inter-correlation or relationship between dependent variable (intention to use) and the dependent variables (perceived ease of use, perceived usefulness, social influence and perceived trust). Summarisation of the correlation analysis results is shown in Table 4.5 below.

As can be seen from Table 4.5, it shows that all the independent variables have a positive relationship with the dependent variable. The correlation of perceived ease of use with intention to use mobile marketing is positive as the value is 0.417. The correlation of perceived usefulness and intention to use mobile marketing is positive as the value is 0.498. The correlation of social influence and intention to use mobile marketing is positive as the value is 0.564 and the correlation of perceived trust and intention to use mobile marketing is positive as the value is 0.518. Regarding this analysis, social influence is most significance towards intention to use mobile marketing as its significance value is higher than other independent variables.

Table 4.5
Correlation Analysis

	IU	PEOU	PU	SI	PT
IU	1				
PEOU	0.417**	1			
PU	0.498**	0.498**	1		
SI	0.564**	0.400**	0.598**	1	
PT	0.518**	0.348**	0.406**	0.382**	1

** . Correlation is significant at the 0.01 level (2-tailed).

4.7 Multiple Regression Analysis

Multiple regression analysis was carried out to predict the value of dependent variable (consumer intention to use mobile marketing) and independent variables. Table 4.6 indicates the results of the regression analysis.

Table 4.6
Multiple Regression Analysis

Model	R	R Square	Adjusted R Square
1	.669a	0.447	0.441

Model	Sum of Squares	df	Mean Square	f	Sig.
Regression	1301.8	4	325.45	68.357	.000 ^b
Residual	1609.238	338	4.761		
Total	2911.038	342			

The results tabulated shows R square value of 0.447. This indicates that 44.7% of variance which explained dependent variable (consumer intention to use mobile marketing) was accounted for by the independent variables (perceived ease of use, perceived usefulness, social influence and perceived trust) where the F value = 68.357 at $p < 0.05$.

Based on coefficients analysis showed on Table 4.7, the beta value for perceived ease of use is $\beta = 0.124$; $p < 0.05$. While the beta value for perceived usefulness is $\beta = 0.114$; $p < 0.05$. The beta value for social influence is $\beta = 0.328$; $p < 0.05$ and the beta value for perceived trust is $\beta = 0.301$; $p < 0.05$. This analysis explained that all independent variables are significant with dependent variables.

Thus, the most important factor that has a strong relationship with dependent variable is social influence since the beta value for this independent variable is higher compared to other independent variables. The second important factor is perceived trust and the third important factor is perceived ease of sue. Finally, perceived usefulness is the fourth important factor that has a relationship with consumers’ intention to use mobile marketing as shown in table 4.7.

Table 4.7
Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.635	0.881		1.856	0.064
	PEOU	0.116	0.044	0.124	2.613	0.009
	PU	0.063	0.03	0.114	2.073	0.039
	SI	0.358	0.057	0.328	6.32	0
	PT	0.187	0.028	0.301	6.594	0

4.8 Summary of Hypothesis Testing

There were a total of four hypothesis formulated in chapter three of this study. Conventionally, statistical t-values that are substantially different from zero are said to be almost always statistically significant, however, it is largely depending on the degree of freedom, confidence interval and directionality of hypothesis. Therefore p-value is used to determine if the paths are significant (Hair et al., 2014). The p-value was calculated at 95 percent confidence level, as it is acceptable is social science research (Zikmul et al., 2013).

Table 4.8
Summary of Hypotheses Testing

Hypothesis Relationship	Beta	Standard Error	T Statistics	P-Value	Decision
H1: Perceived ease of use has a positive effect on purchase intention via mobile marketing.	0.124	0.044	2.613	0.009	Supported
H2: Perceived usefulness has a positive effect on purchase intention via mobile marketing.	0.114	0.03	2.073	0.039	Supported
H3: Social influence has a positive effect on purchase intention via mobile marketing.	0.328	0.057	6.32	0	Supported
H4: Perceived trust has a positive effect on purchase intention via mobile marketing.	0.301	0.028	6.594	0	Supported

Note: $p^* < 0.1$

Table 4.8 indicates the result of the hypothesis tested. It can be seen that social influence path coefficient beta has the highest value of 0.328, a standard error of 0.057 and a T-stat of 6.32. The hypothesis is supported at 1% confidence level. Similarly, perceived trust is also significant at 1%. Perceived usefulness on the other hand were significant at 1% confidence level and therefore the hypothesis were supported by the findings. As the results of other hypothesis which is perceived ease of use are also found to be supported at 1%.

4.9 Conclusion

This chapter demonstrated the technique and results of the data analysis procedure earlier proposed in chapter 3. The chapter began with data preparation and screening, where data was subjected to coding and data imputation in SPSS v.22 software. Thereafter, the data was screened for entry error, where few entry errors was detected and corrected. After that, data was checked for missing values. It was found that the missing values have no

specific pattern (MCAR). A discussion of the findings of the study, conclusion and recommendation, as well as its implication to research and practise is hereby discussed in chapter 5.



CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Introduction

This chapter aims to clarify reasonably the findings demonstrated in the previous chapter, particularly for the hypotheses tested. These findings will be presented according to the hypothesized relationship according with the research objectives that were exhibited in the preceding sections. The following examined variables; PEOU, PU, social influence and perceived trust are comprised in the discussion. The discussions of each variable of all findings to address the hypotheses will be covered. The discussions will also be presented in the line to the order of the research objectives in chapter one. In addition, valuable recommendations are proposed for academic and managerial purposes while limitations and suggestions for future studies are also highlighted. Finally, a conclusion of what the whole study entails is made to summarize the research.

5.2 Discussions of Findings

The findings of this study show that social influence is the most significant element in determining intention to use mobile marketing in Malaysia. This is contradict with the prior research studies of (Shah, Fatimee, Sajjad., 2014) where it says perceived usefulness was found as the most sustainable element in determining intention to use mobile marketing in Pakistan.

Interestingly, perceived trust was not supported in previous (Shah, Fatimee, Sajjad., 2014) which do not have such impact which tends to predict the positive behaviour towards

similar study conducted in Pakistan, in contrast in this study perceived trust is being second highest to influence Malaysian consumer in using mobile marketing.

Thirdly, perceived ease of use was also found as a significant predictor of mobile marketing adoption. The results of perceived ease of use matches previous study of (Shah, Fatimee, Sajjad., 2014). Thus, perceived ease of use certainly impacts consumers' intention to use mobile marketing. Apart from that, in many of the extended technology acceptance studies perceived ease of use was found as a significant predictor for intention to use mobile marketing (Shah, Fatimee, Sajjad., 2014). Lastly, the findings of perceived usefulness are also reliable with existing literature and previous study supports this. In this study perceived usefulness is being the final source of Malaysian consumers to adopt mobile marketing but based on the study done in Pakistan it was their main influential factor. Perceived usefulness was identified to be a pivotal role in determining the intention to adopt mobile marketing, (Lederer et al., 2000; Ngai & Gunasekaran, 2007; Olson & Boyer, 2003).

5.4 Research Implication

The overall objective of this study was to evaluate the effects of mobile marketing in consumer response. Having presented and discussed the findings of the formulated hypothesis, it is imperative to highlight the implication of the study from both managerial and theoretical point of view. It statistically proved that the extended technology acceptance model can be able to predict the behavioural intentions and adoption intents to use. The research extends the traditional TAM model and includes new variables which is social influence and perceives trust to predict consumers' intention to use mobile marketing. Traditional variables of TAM model are not sufficient to predict intention to use mobile marketing. Instead mobile marketing provides should focus on security and

privacy features of their system. They could emphasize on applications safeness by involving marketing campaign to educate consumers.

This study comparatively focuses in a growing developing country where the mobile devices and infrastructure are quite advanced hence mobile marketing adoption is still low. Many developing countries as Malaysia are having similar situation compared to developed country as Singapore, Japan, and Korea. The study indicates that, telecommunication and mobile marketing providers could develop appropriate strategies to attract consumers from developing countries.

Apparently, the findings of this study hold an important implication for the academics and marketers and the reason why investigating factors influencing consumers intention is a need. From the view of an academician, this study will be useful for them to serve as a reference and distribute effective information for the future research in mobile marketing. As for the marketers, they will learn consumers' attitude and concerns towards mobile marketing. Undeniably, as from the view of the consumer, they will understand the advantages of mobile marketing, such as time saving, convenience and also cost saving.

5.5 Limitation of the Study and Future Research direction

There are several limitations evidenced in this study. These limitations should be considered for future research and improvement. Firstly, this study has limited its finding to smartphones only, the adoption of mobile marketing services through smartphones but not through other mobile devices such as PDAs, lap tops, notepad and others. Different consumers would have using different types of mobile devices which may have diverse responses if they had been included in the study.

Secondly, there is a possibility where other additional adoption factors not being included in this research model, future research may look after to include risk and safety, perceived enjoyment and also perceived cost as an example.

Thirdly, this study was done throughout Malaysian consumer. From the very beginning the aim of this study was to examine exclusively Malaysian consumers and put all attention on this country due to the importance and expansion of mobile marketing. As a deep down, future studies may consider to centered attentions of the study to the states which are in Malaysia, and so will have an idea how can be mobile marketing brought forward to state of people who are lack on it.

Lastly, the study being carried out from a consumer perspective which in future studies it can look at it from the company and financial perspective.

5.6 Conclusion

This study has successfully presented the factors which influence intention to use mobile marketing. The outcome of the results has indicated that all hypothesis are accepted and supported successfully. Thus, this study has achieved its objective from the first chapter .As in this concurrent situation, technological advancement are on a very high pace, hence for future there will be a room for future research on the factors which can also be the motivating adopters in mobile marketing. Besides, with the results of this study, it can be a guideline for research study and business field relating to intentions to use mobile marketing in Malaysia.

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Appendix 1: Questionnaire



Dear respondent,

I am a student of School of Business Management, UUM carrying out a research in partial fulfilment for the award of MSc Management on the topic “Factors Affecting Consumer Intention to Use Mobile Marketing”.

It will be highly appreciated if you could spare out some time to fill this questionnaire. Please note that there are no right or wrong answers; only your personal opinion and thought matters. All information and responses provided will be treated with utmost confidentiality and used strictly for academic research purposes.

Thank you for your kind responses

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Measurement Items

Part1. Demographic information of the respondent

Gender	Male	<input type="checkbox"/>
	Female	<input type="checkbox"/>
Age	20-29	<input type="checkbox"/>
	30-39	<input type="checkbox"/>
	40-49	<input type="checkbox"/>
	50 and above	<input type="checkbox"/>
Ethnic Group	Malay	<input type="checkbox"/>
	Chinese	<input type="checkbox"/>
	Indian	<input type="checkbox"/>
	Others	<input type="checkbox"/>
Employment	Employed	<input type="checkbox"/>
	Unemployed	<input type="checkbox"/>
	Student	<input type="checkbox"/>
	Other	<input type="checkbox"/>
Education	Below Diploma	<input type="checkbox"/>
	Diploma	<input type="checkbox"/>
	Bachelor	<input type="checkbox"/>
	Master	<input type="checkbox"/>
	PHD & More	<input type="checkbox"/>
Are you a smartphone user?	Yes	<input type="checkbox"/>
	No	<input type="checkbox"/>
Have you ever purchase products / services via mobile marketing (mobile phone)?	Yes	<input type="checkbox"/>
	No	<input type="checkbox"/>

Part2. Measurement of variables, 5 Likert questions

Please rate the following on a scale of 1-5

Likert Scale	1 - Strongly disagree	2 - Disagree	3 - Neutral	4 - Agree	5 - Strongly agree
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Perceived ease of use (PEOU)					
1. Mobile marketing is compatible with existing technology.	1	2	3	4	5
2. Mobile phone is difficult to be used for transaction.	1	2	3	4	5
3. Learning to use mobile marketing is easy.	1	2	3	4	5
4. Finding what I want through mobile marketing is easy.	1	2	3	4	5
5. Using mobile marketing is easy.	1	2	3	4	5

Perceived usefulness (PU)					
6. Mobile marketing makes life better.	1	2	3	4	5
7. Mobile marketing is trendy and up to date fashion.	1	2	3	4	5
8. Mobile marketing is not secured for personal privacy.	1	2	3	4	5
9. Mobile marketing is not safe to make purchases.	1	2	3	4	5
10. It is a waste of resources towards mobile marketing development.	1	2	3	4	5
11. Mobile marketing will improve my performance in online transaction.	1	2	3	4	5
12. Mobile marketing will increase my online purchases productivity.	1	2	3	4	5
13. Mobile marketing will enhance my effectiveness in online transaction.	1	2	3	4	5
14. It is easier for me to engage in Online transaction via mobile marketing.	1	2	3	4	5
15. Mobile marketing is useful for me to engage in online transaction.	1	2	3	4	5

Social Influence (SI)					
16. I will use mobile marketing if my family and friends are using it first or recommends about it.	1	2	3	4	5
17. Other social media such as internet, TV, radio or Press influences my intention to use mobile marketing.	1	2	3	4	5
18. Online forums discussion about the positivity about mobile marketing make me feels confidence to adopt online purchasing.	1	2	3	4	5
19. It is the current trend to use mobile marketing.	1	2	3	4	5

Perceived Trust					
20. Mobile marketing transactions are secured.	1	2	3	4	5
21. My privacy on mobile marketing is highly protected.	1	2	3	4	5
22. I am not worried in giving my personal data or credit card information for mobile marketing transaction.	1	2	3	4	5
23. Payments made through mobile marketing are protective.	1	2	3	4	5
24. I have confidence with websites by mobile marketing.	1	2	3	4	5
25. Mobile marketing is equally secured with other e-commerce websites.	1	2	3	4	5

Intention to use					
26. I intent to use mobile marketing system and I think have access to it.	1	2	3	4	5
27. I intent to adopt mobile marketing if the cost is acceptable.	1	2	3	4	5
28. I believe I will use mobile marketing in upcoming days.	1	2	3	4	5
29. I believe my like in mobile marketing will grow in future.	1	2	3	4	5



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